

# Enrollment Services Texting Platform

<b>High Impact Strategy</b>	A texting platform will positively affect enrollment via text messaging to prospective students in a manner more likely to reach them and elicit prompt action. Once enrolled, the texting platform can continue to be used to deliver “just in time” information to students regarding advising/registration, financial aid processing, and important deadlines. We contracted for service very late in the 2017-18 recruitment cycle using one-time funds from the Provost’s Office.	
<b>Rationale</b>	<p>Market research shows that 46% of all Americans actively prefer to talk to nobody and 73% of college bound seniors want text messaging. With our current model, only phone calls and emails are being used in the communication plan. Having a text-messaging platform provides the opportunity to deliver the UW-Parkside marketing and enrollment message to the student at much higher open rates, and closed the gap between the message and the way the users engage in the message.</p> <p>An example is the COAH Call-A-Thon. Of the 98 attempted phone calls, only 16 students and 4 parents were reached. In addition, admissions counselors and campus ambassadors make phone calls and send emails every weekday with very low answers and/or return rates.</p> <p>In December, focusing on Spring enrollment, we texted students with incomplete application packets on a Friday and on Monday we had 75 newly completed admissions packets.</p>	
<b>Desired Result</b>	<ul style="list-style-type: none"> <li>• Use text messaging to deliver messages to prospective new freshmen and transfer students to increase awareness and action.</li> <li>• Deliver the needed messages to students at a much higher “read” rate.</li> <li>• Enable us to communicate to prospective students to submit missing admissions materials.</li> <li>• Use text messaging throughout the university to inform students throughout the enrollment cycle (financial aid, advising appointments, and more).</li> <li>• Ability to track communications through our CRM and follow data analytics</li> </ul>	
<b>Work Team</b>	Troy Moldenhauer, Director of Admissions & Recruitment Gino Gumino, Internet Technology Specialist Admissions Recruitment Team	
<b>Potential Costs</b>	Texting Platform	\$20,000
	<b>TOTAL ANNUAL PROJECT COSTS</b>	<b>\$20,000</b>
<b>Deliverables &amp; Timeline</b>	The contract provides unlimited texts, one-way and two-way texting, UW-Parkside application (offered through IOS and play store) with push notifications, unlimited texting campaigns, unlimited text support, unlimited updates to the app, Full Measure has professional writers to create text messages using our existing communication plan, data exports from EMAS to “fuel” the texting funnel.	
	The current contract for the texting platform expires.	June 30, 2018
<b>Measures of Success</b>	<ul style="list-style-type: none"> <li>• Increase in completed admissions applications</li> <li>• Increase in Orientation and Placement testing registrations</li> <li>• Increase in Orientation attendance</li> <li>• Increase in percent of “opened/viewed” messages.</li> <li>• Fewer anecdotal reports of students claiming, “I didn’t know....”</li> <li>• Increase Parkside visibility</li> <li>• Open lines of communication with students, as the traditional population of students prefers text messaging</li> <li>• Ultimately increase enrollment</li> </ul>	